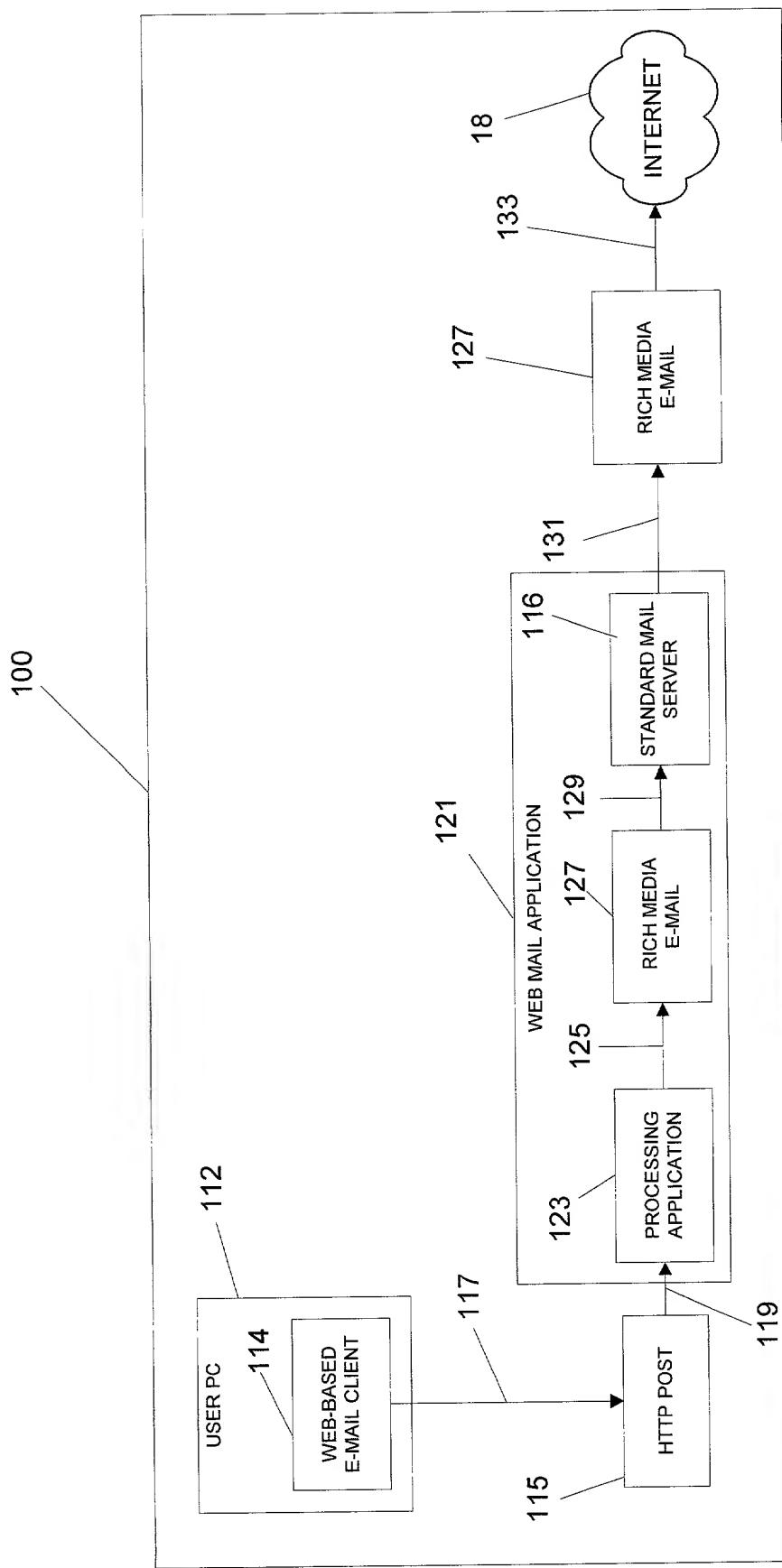
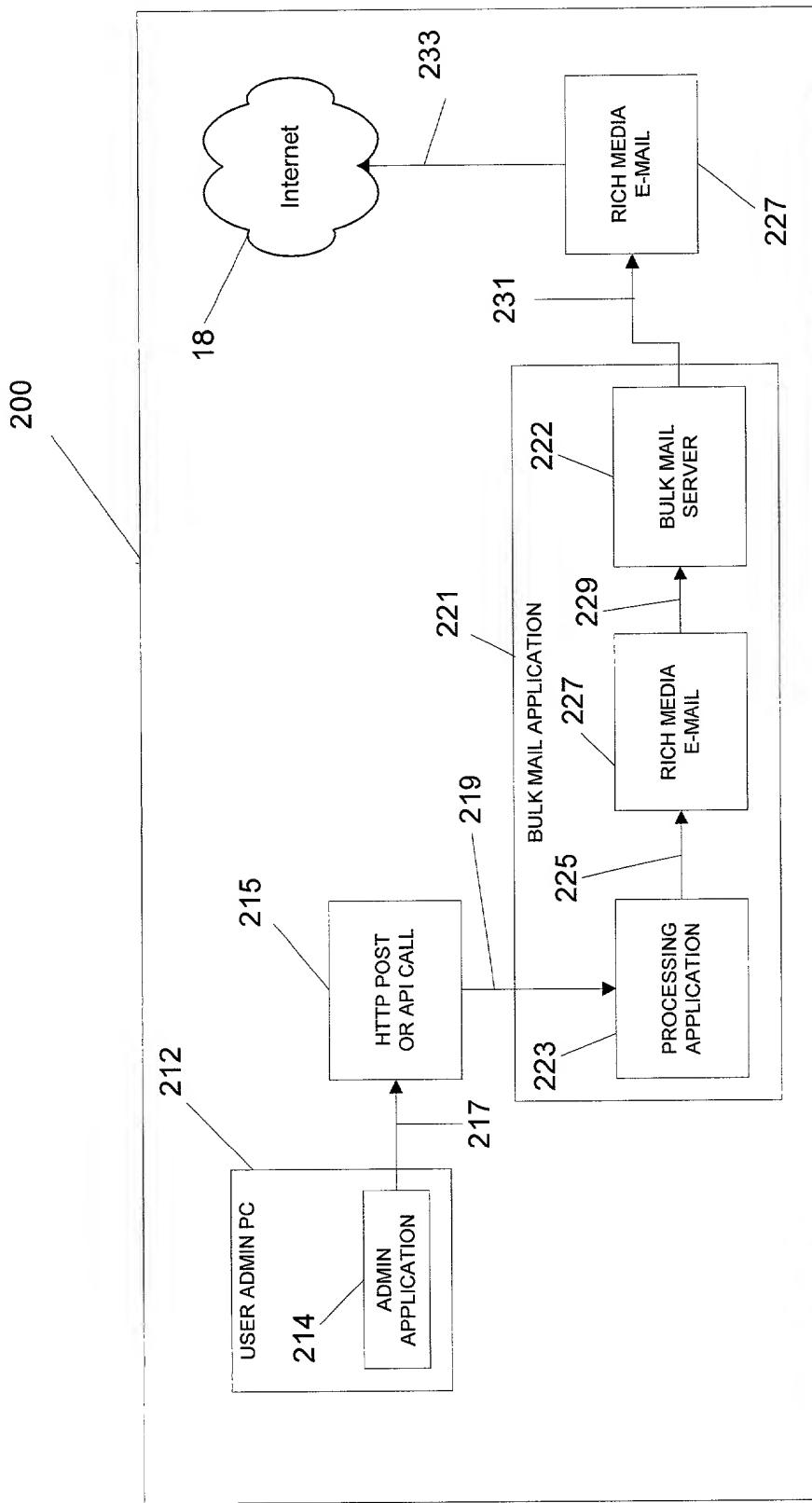


**FIG. 1  
[PRIOR ART]**

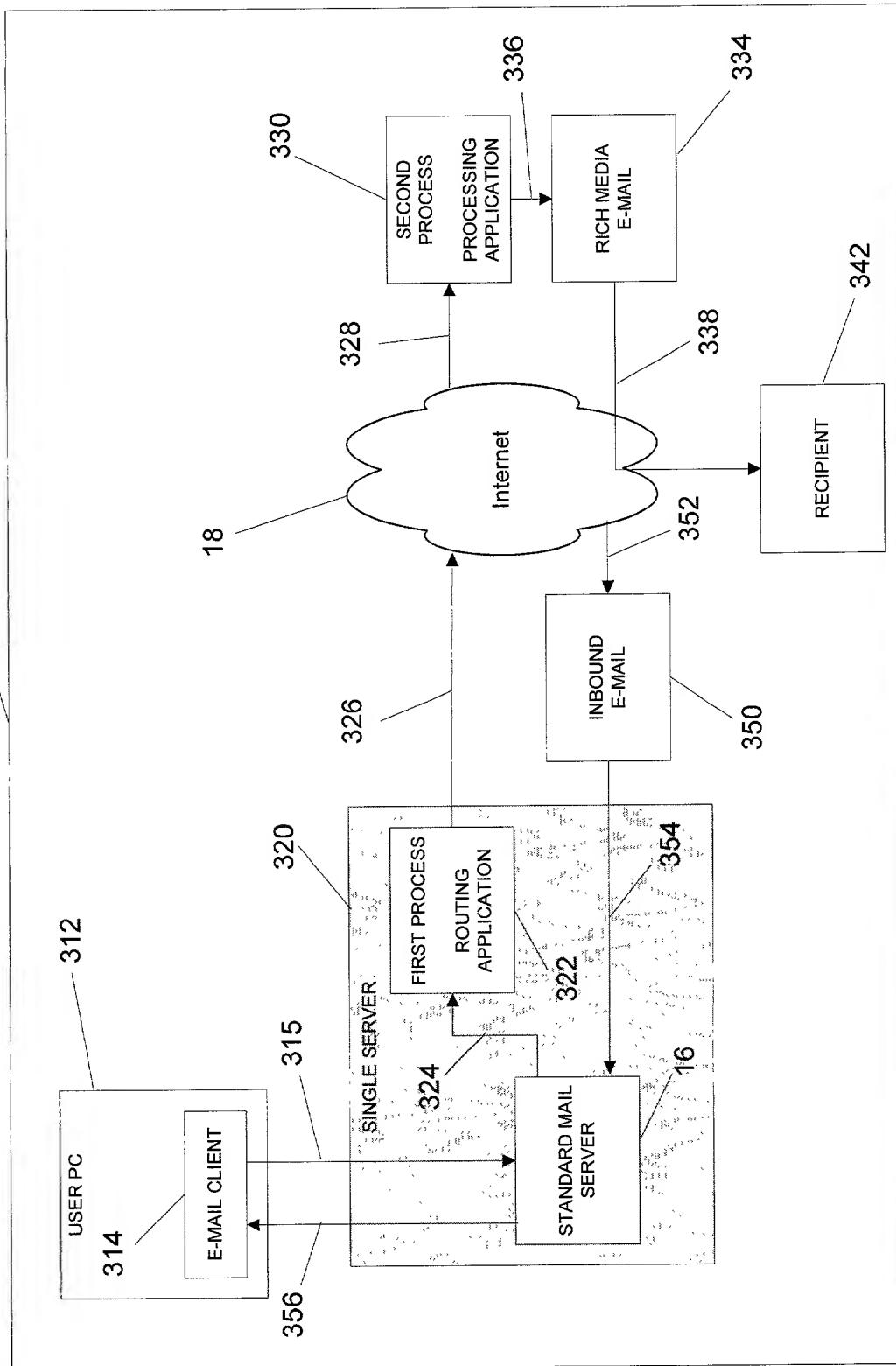


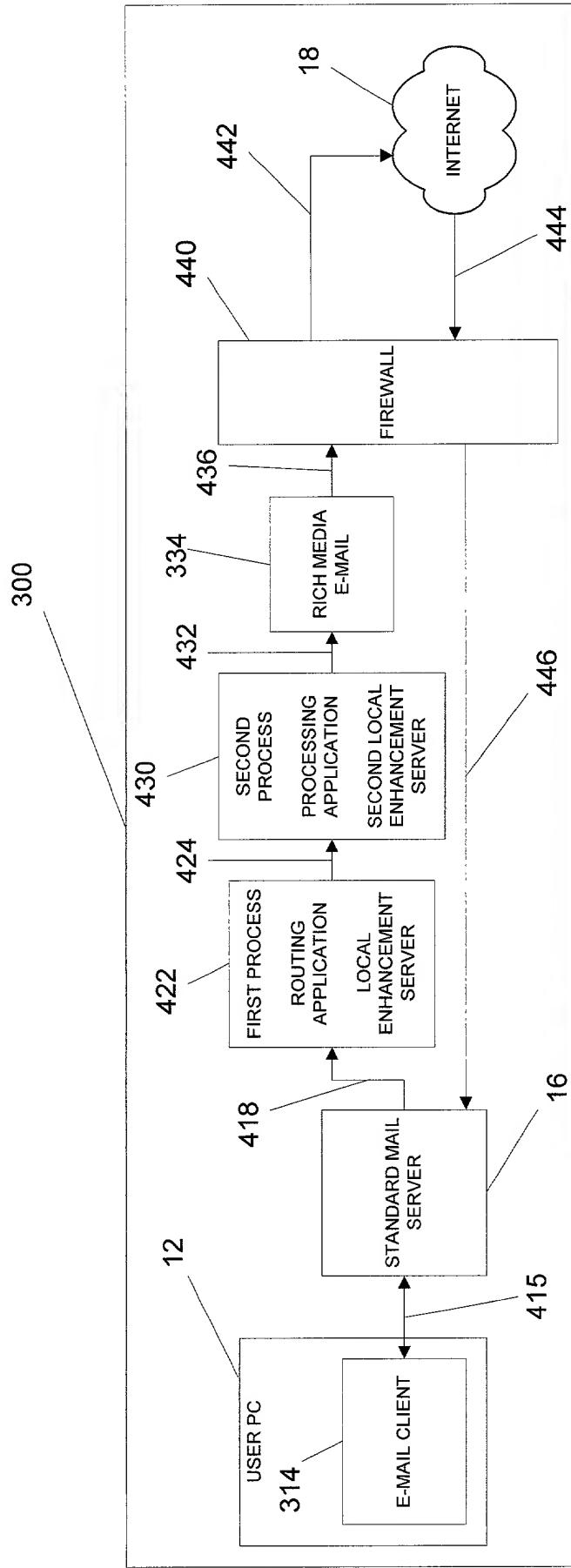
**FIG. 2**  
**[PRIOR ART]**



**FIG. 3  
[PRIOR ART]**

300

**FIG. 4**

**FIG. 5**

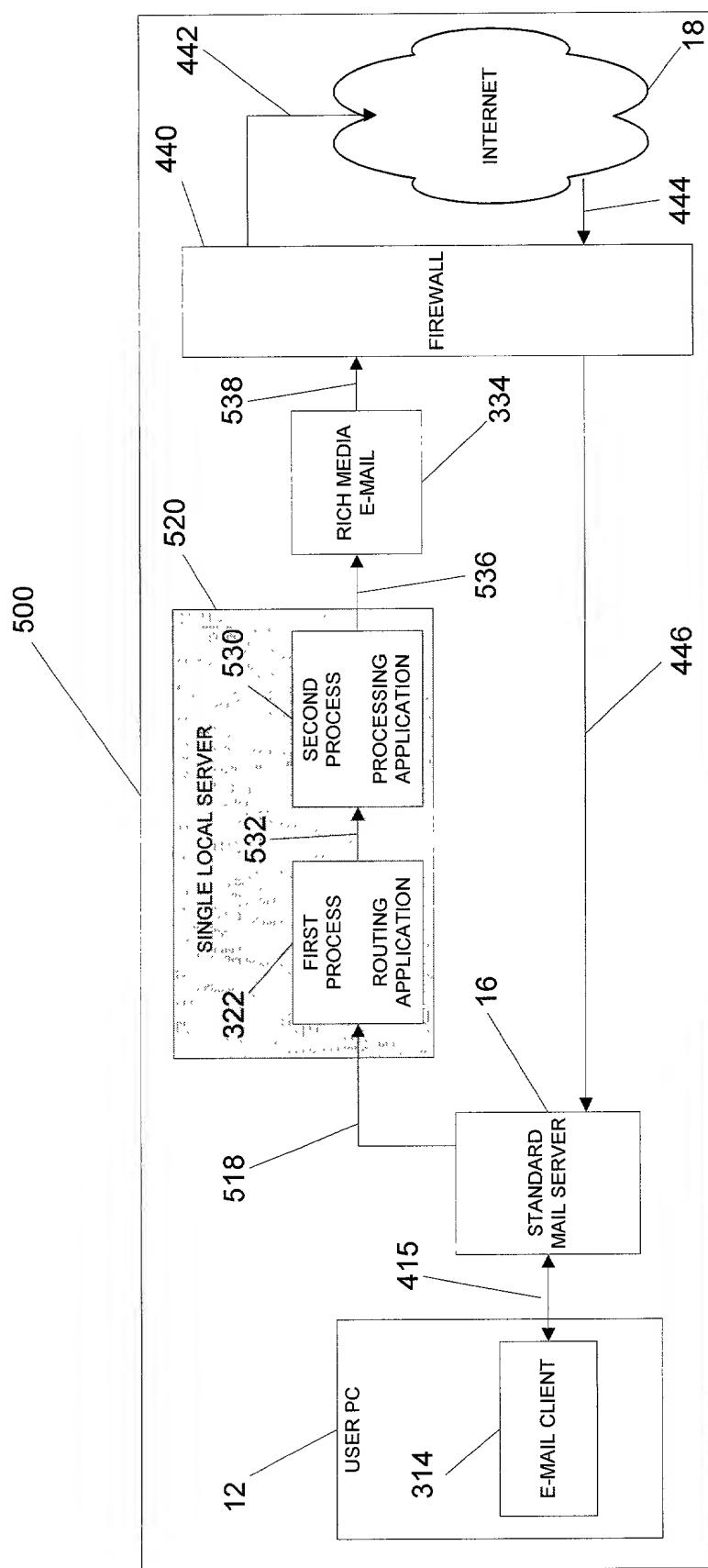


FIG. 6

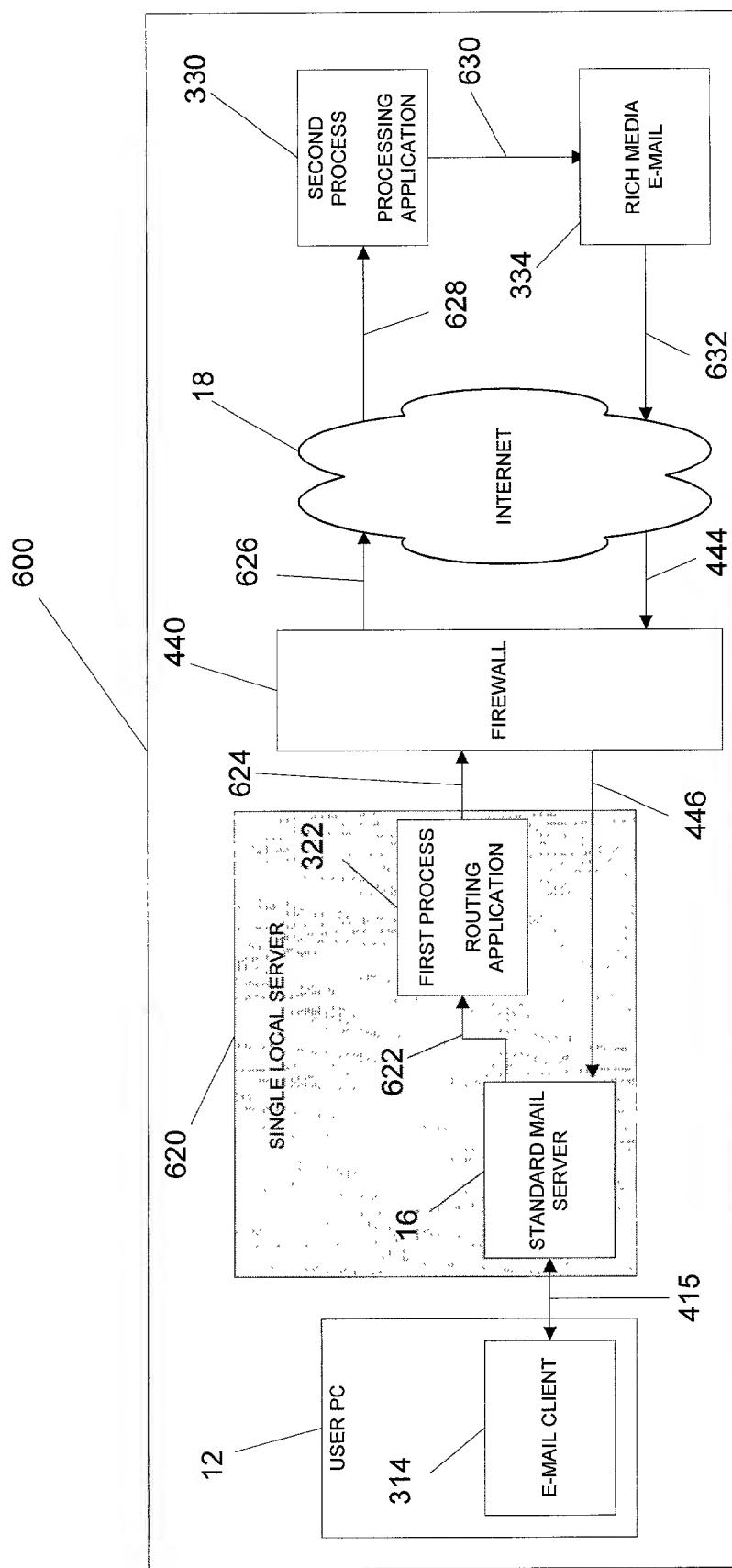


FIG. 7

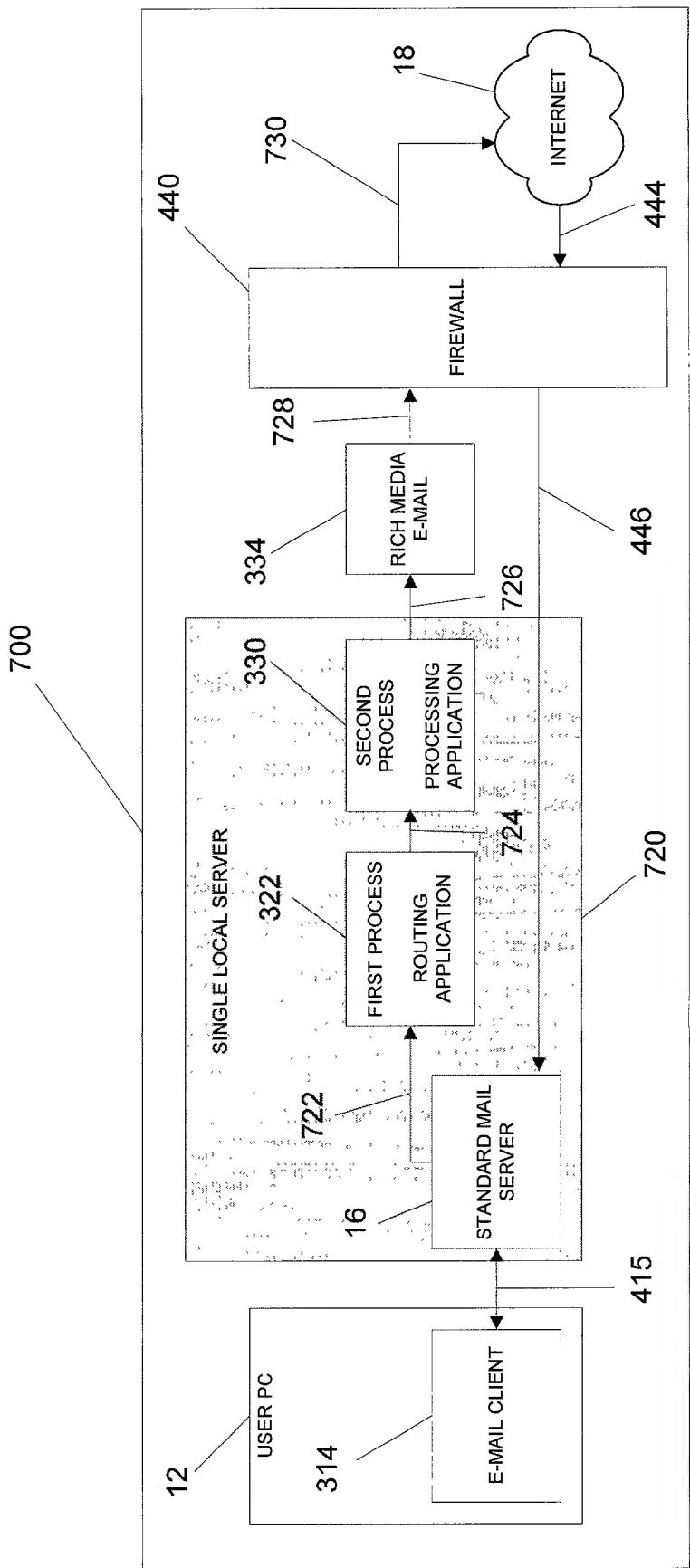


FIG. 8

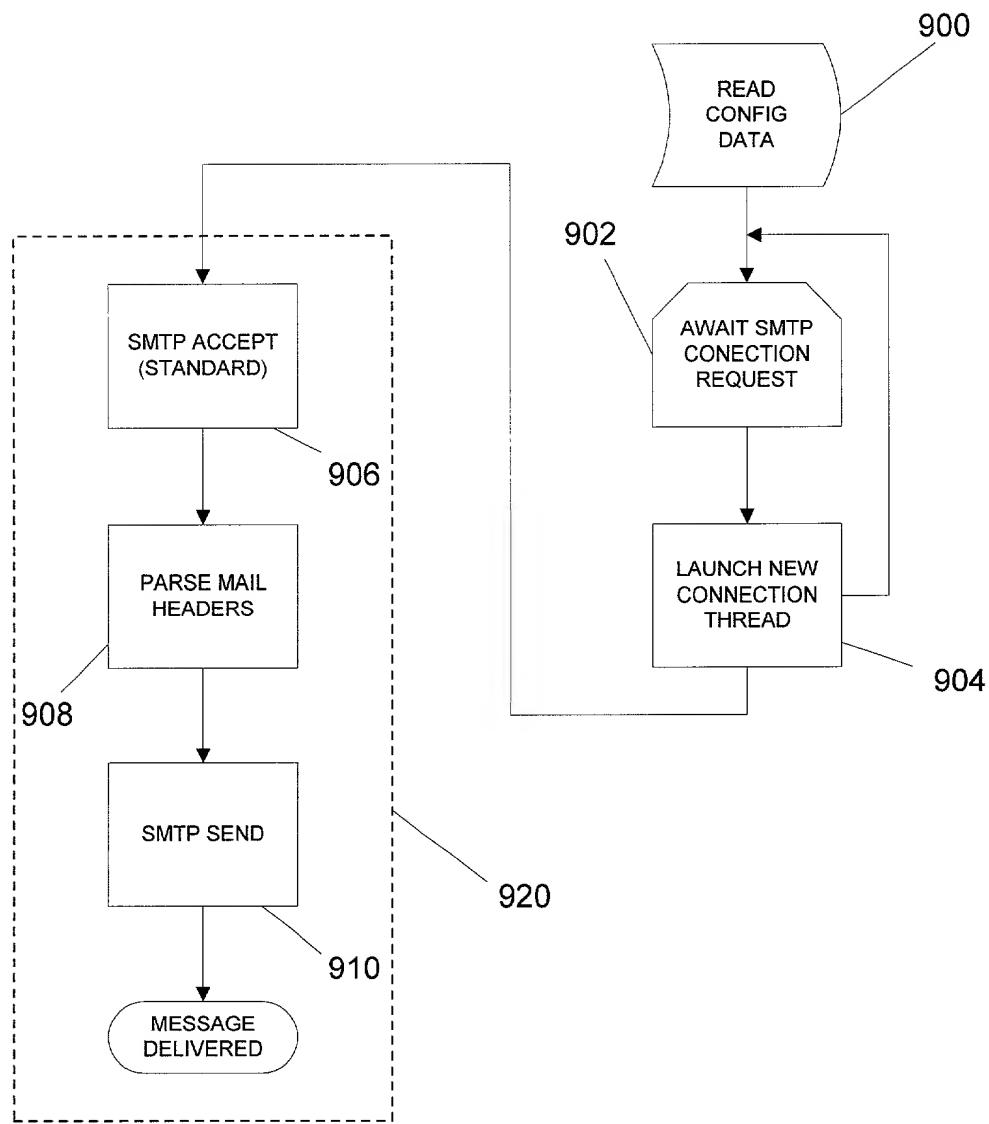


FIG. 9

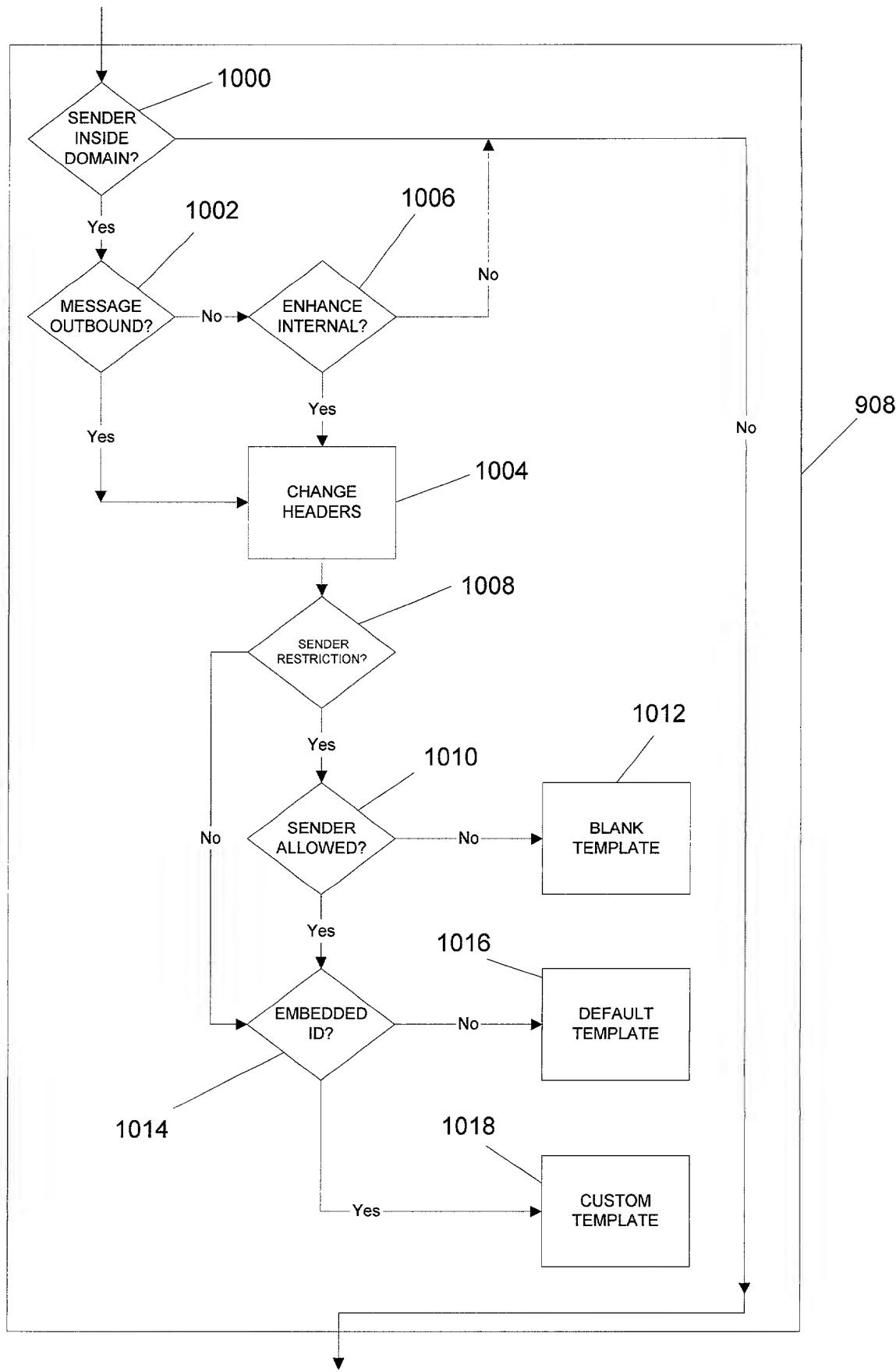


FIG. 10

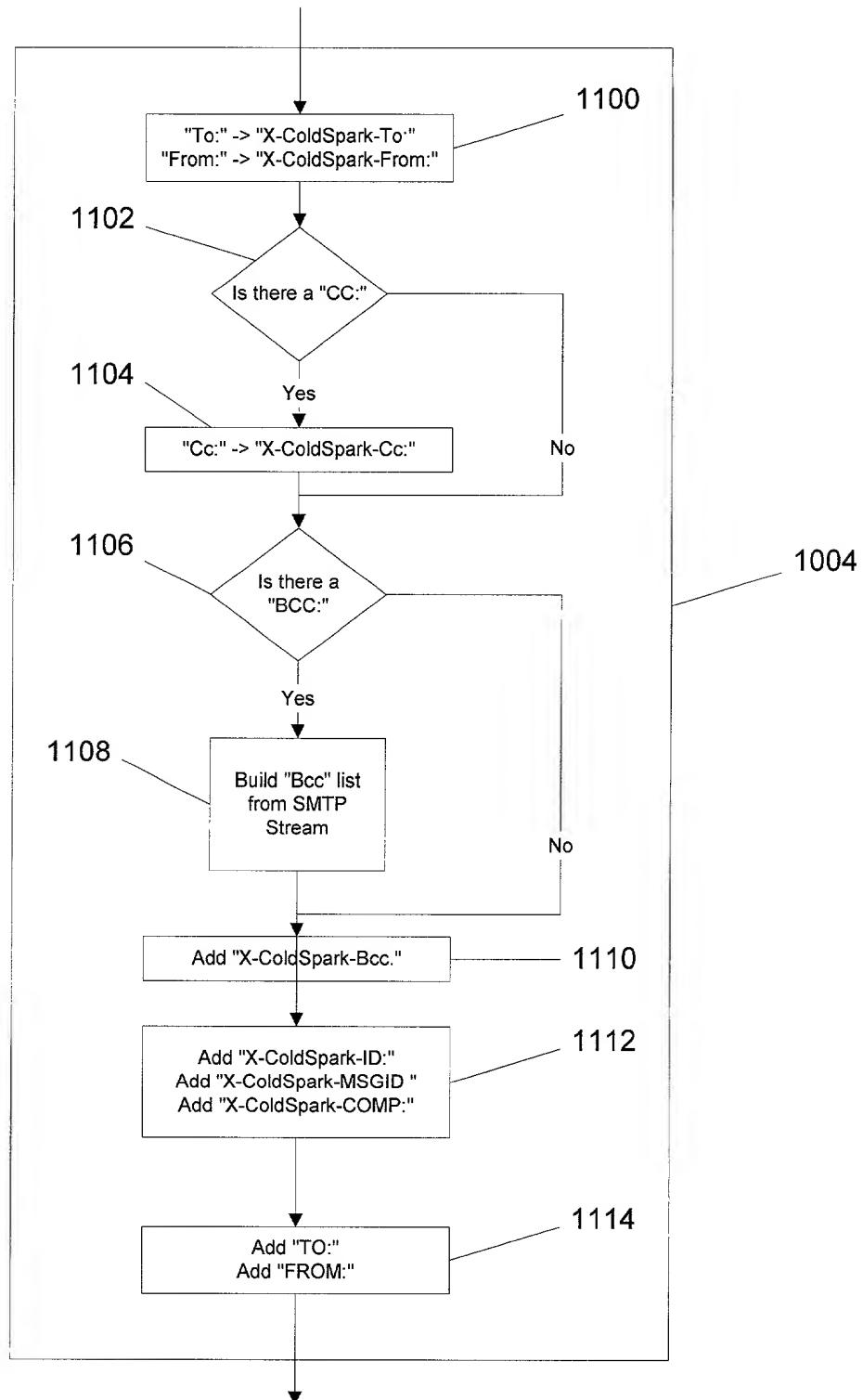


FIG. 11

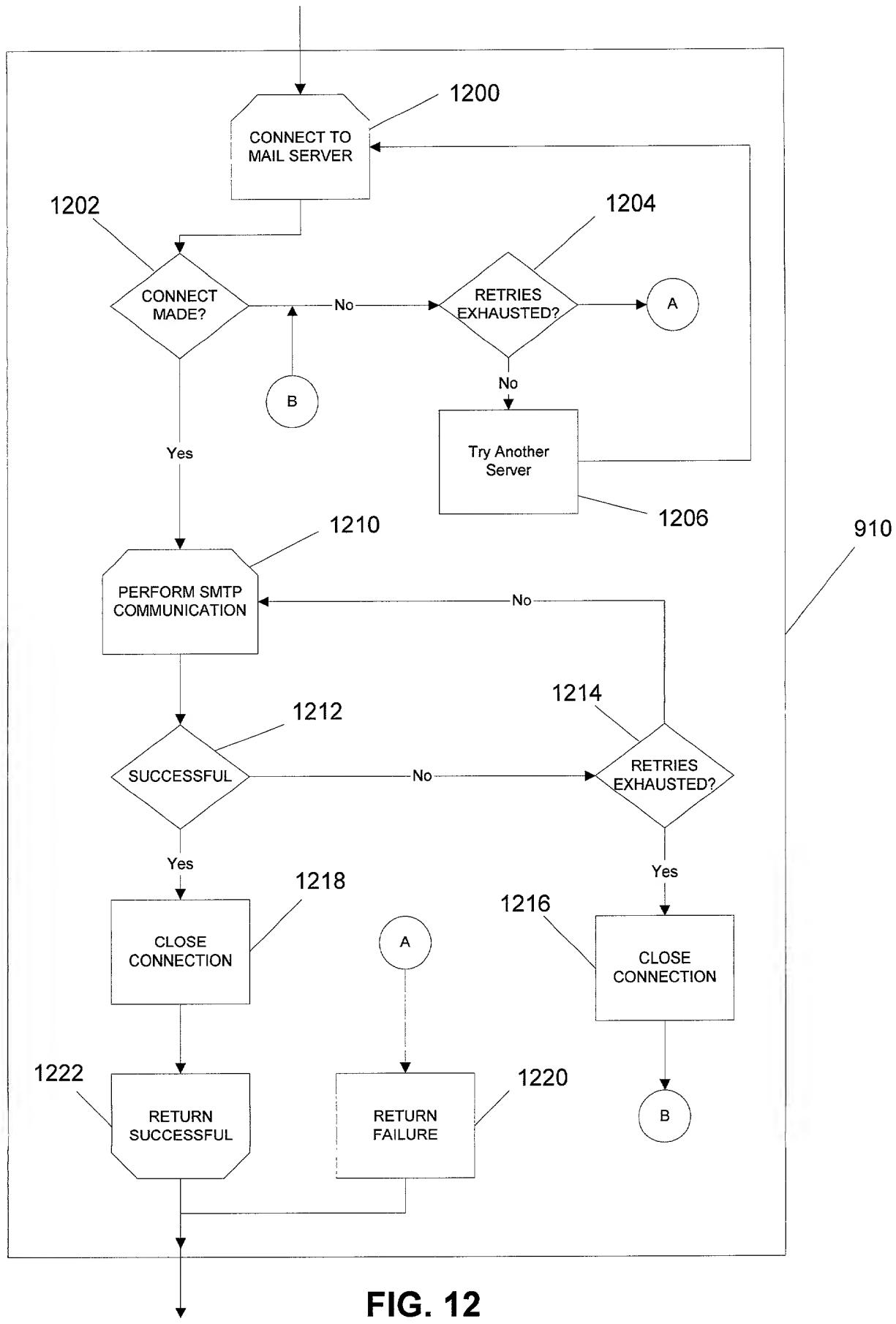


FIG. 12

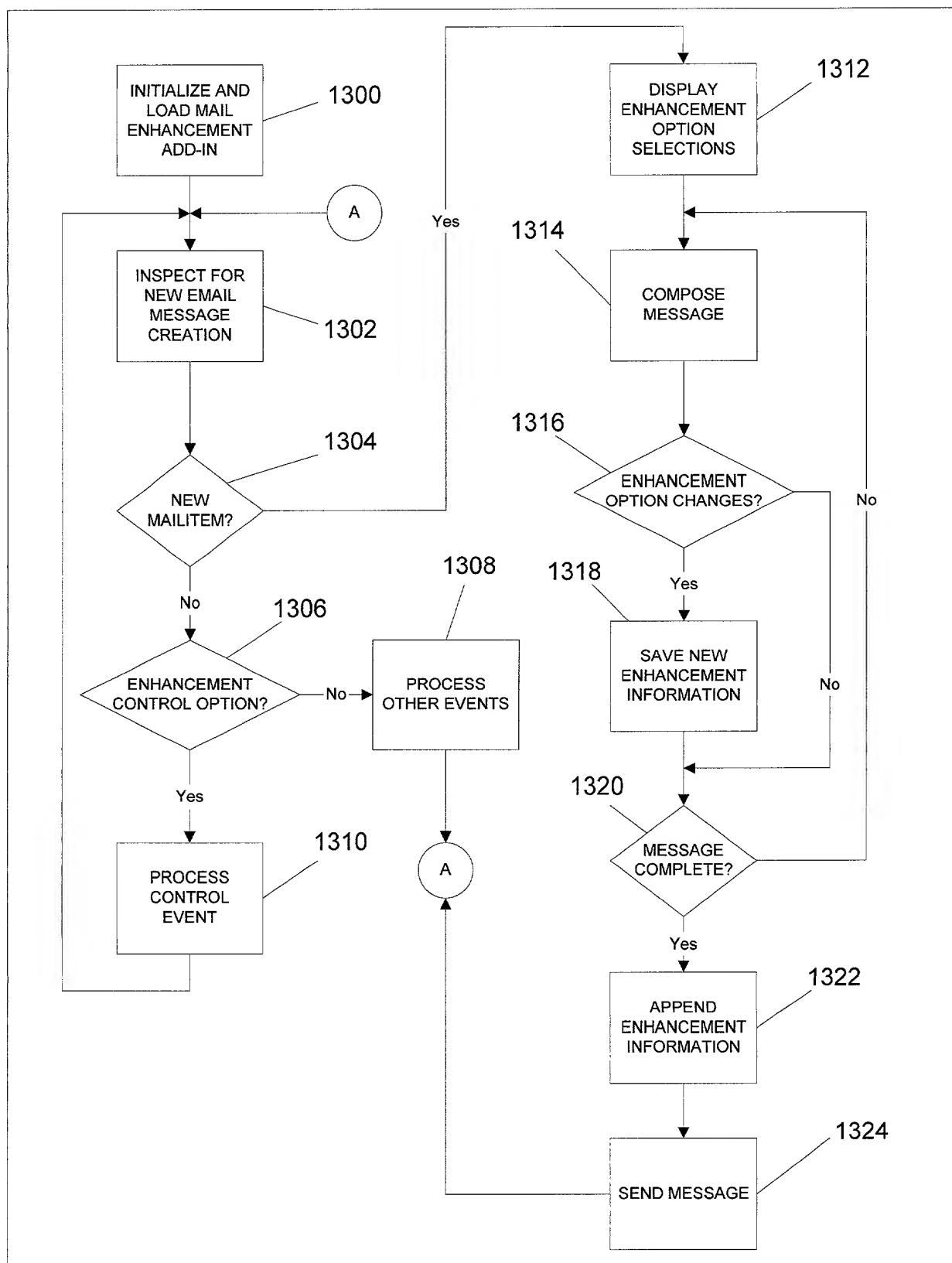


FIG. 13

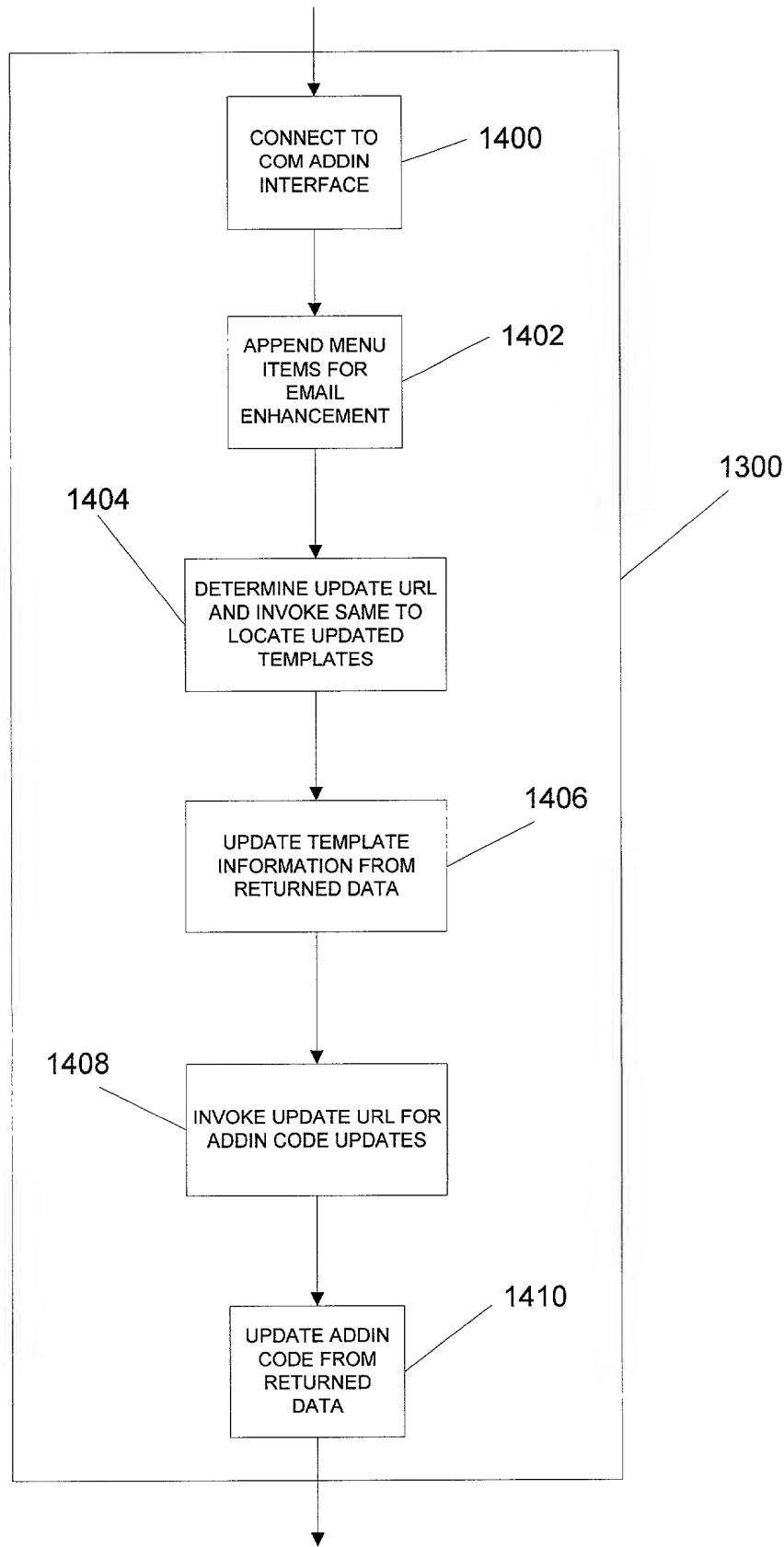


FIG. 14

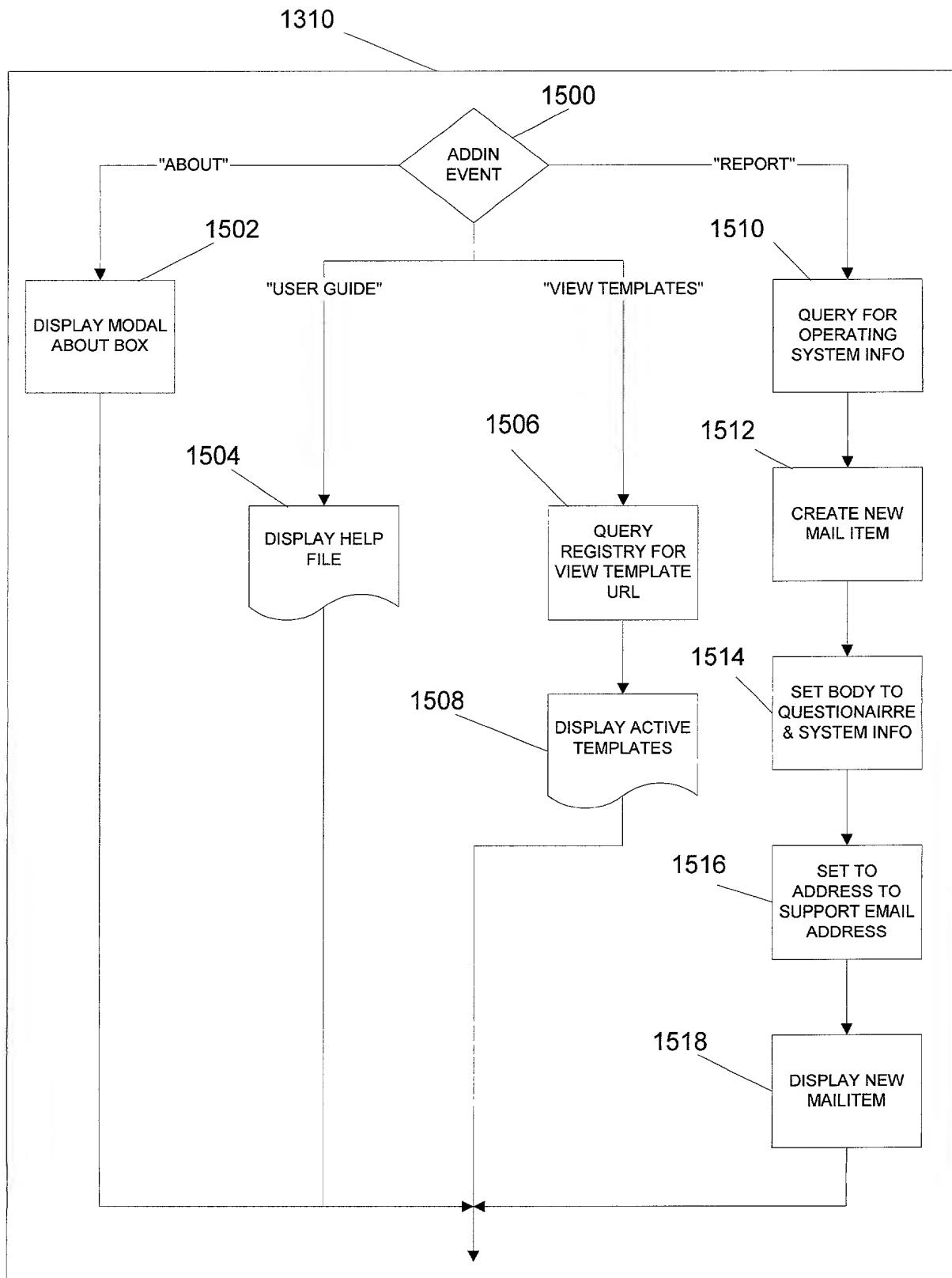


FIG. 15

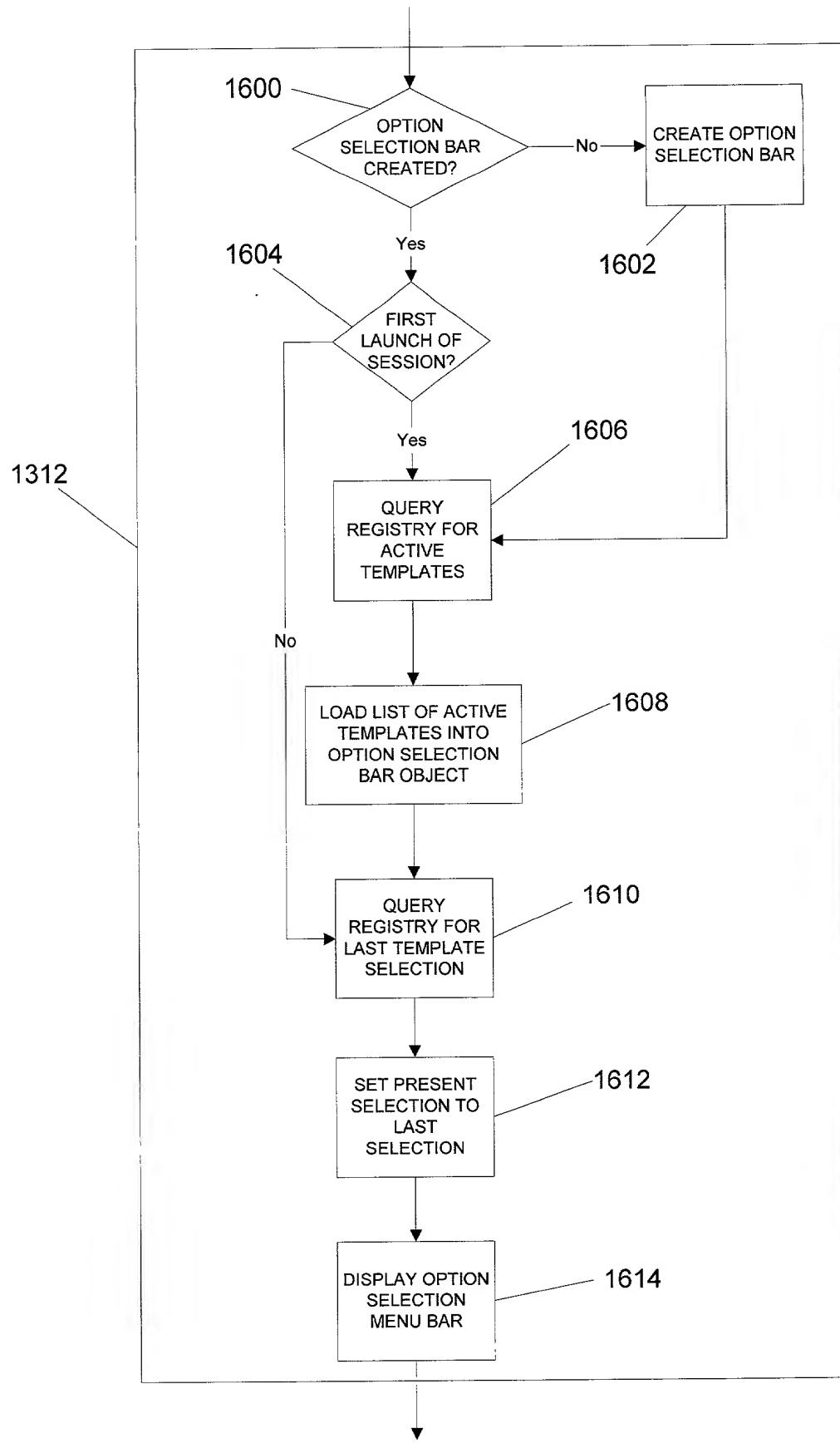
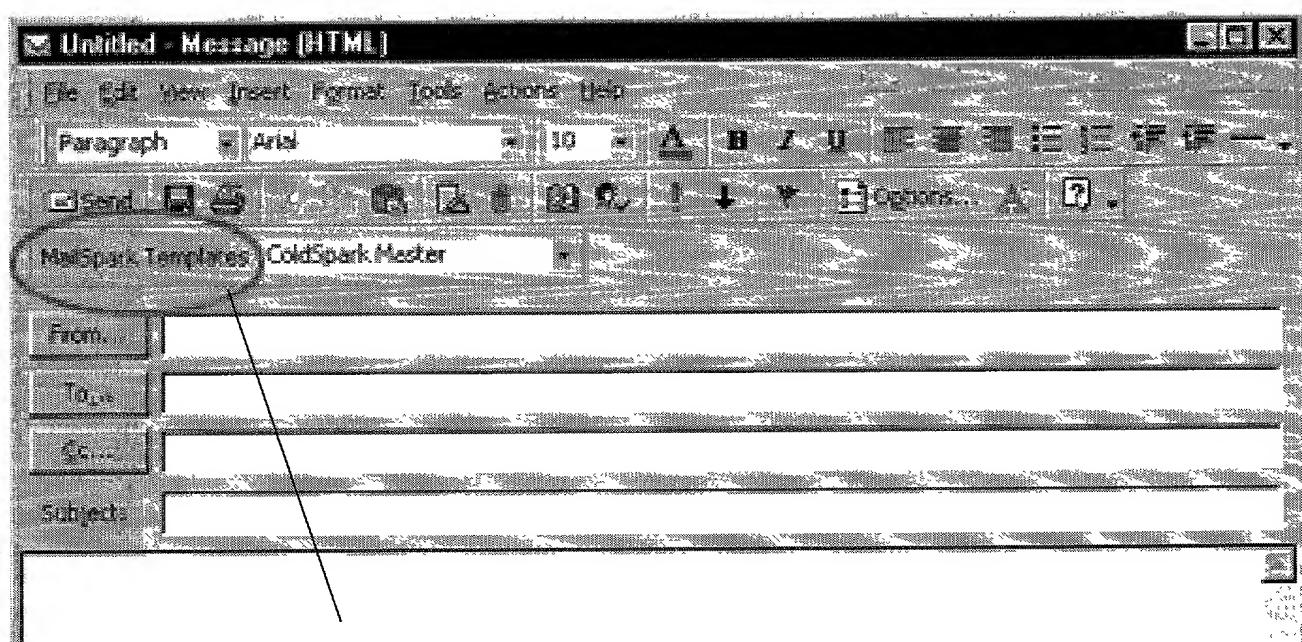


FIG. 16



**FIG. 17**

1700

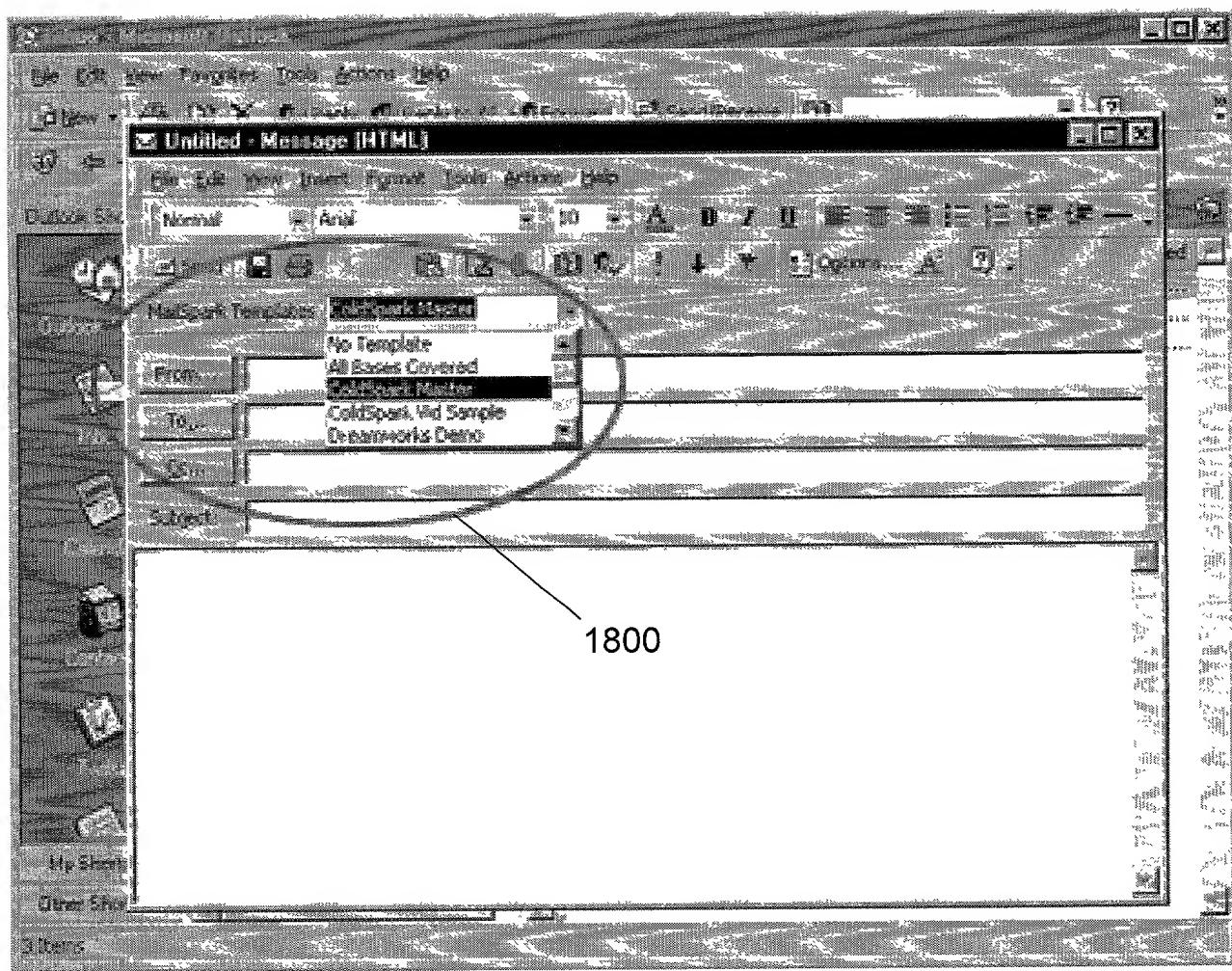


FIG. 18

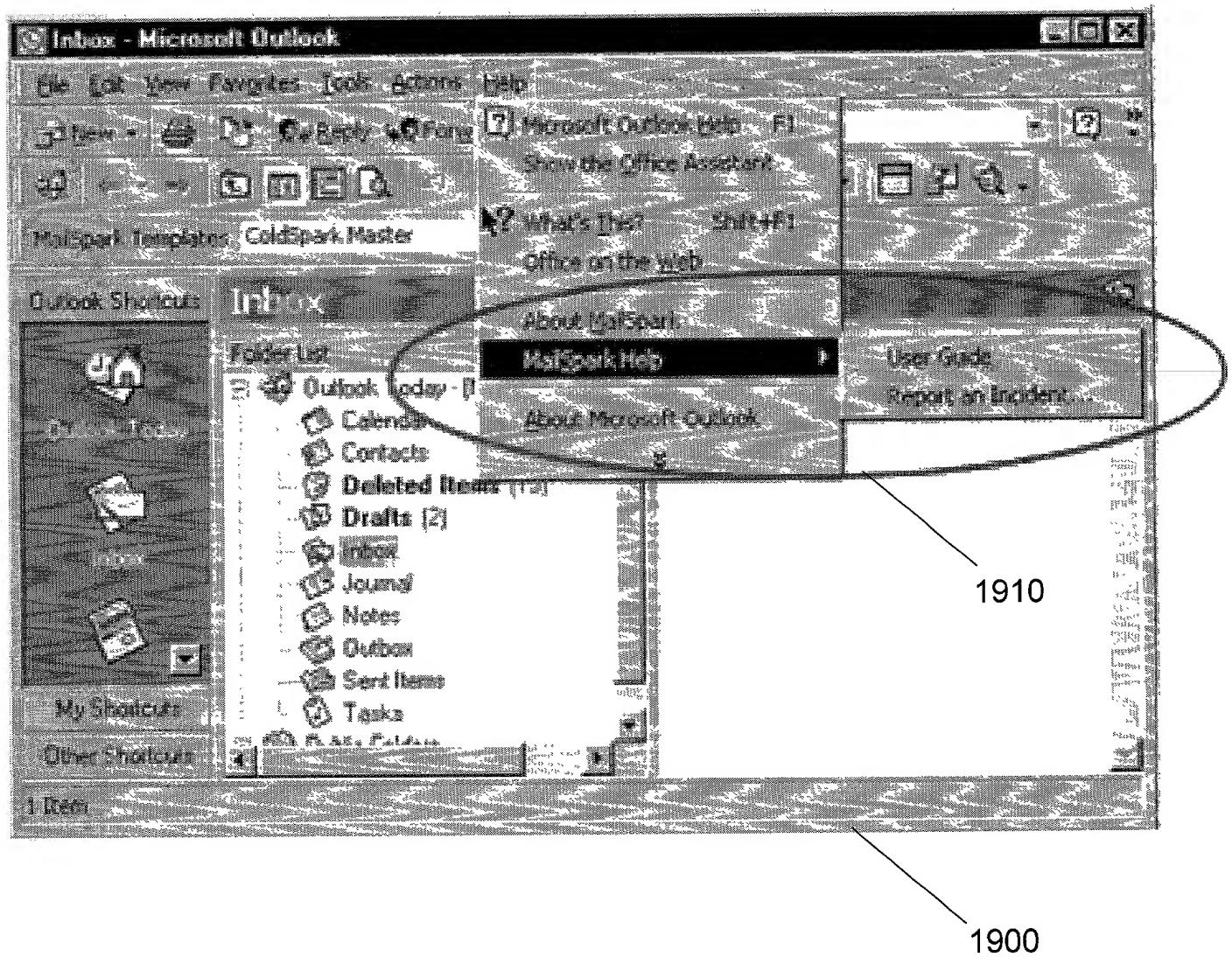


FIG. 19

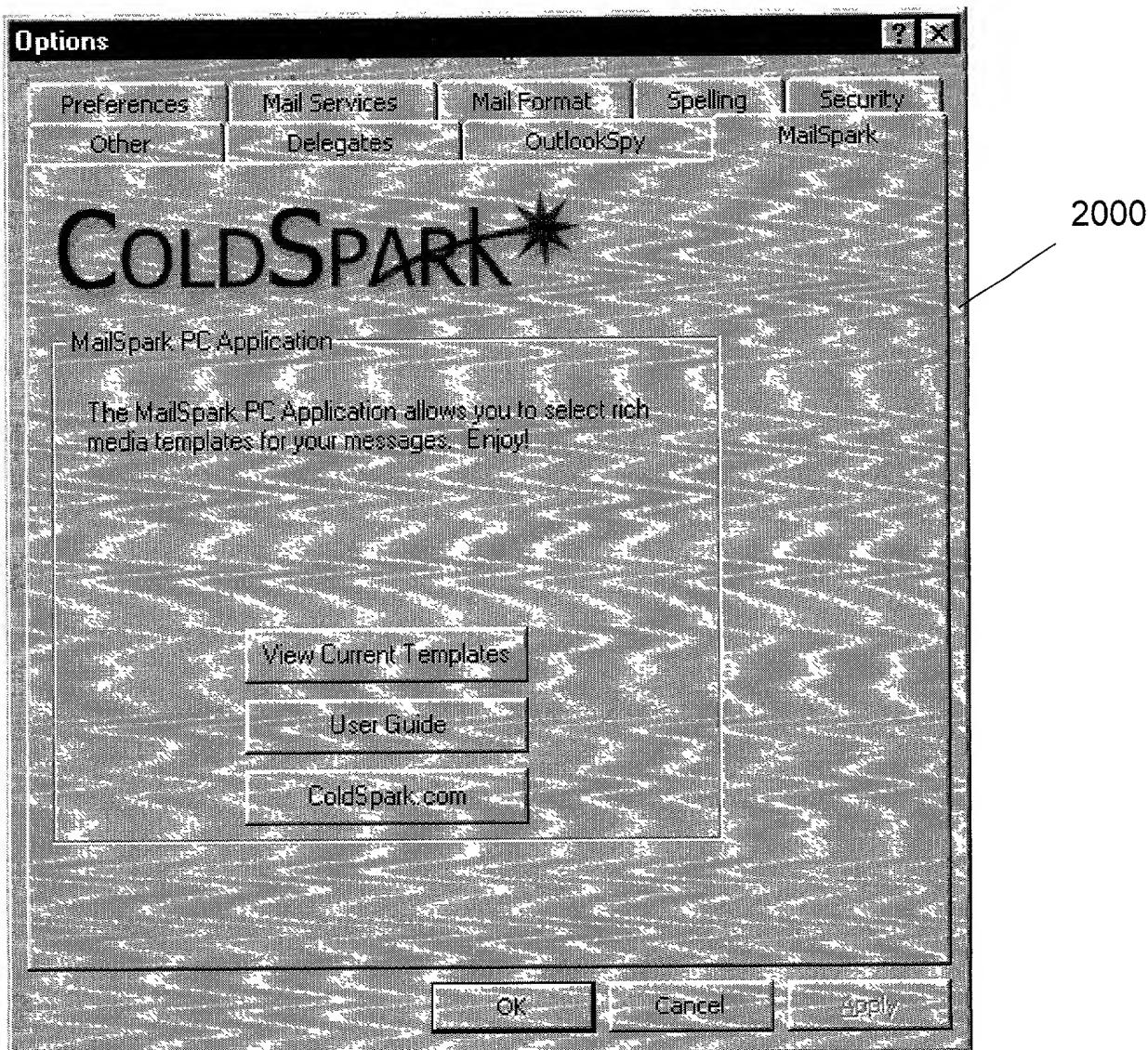


FIG. 20

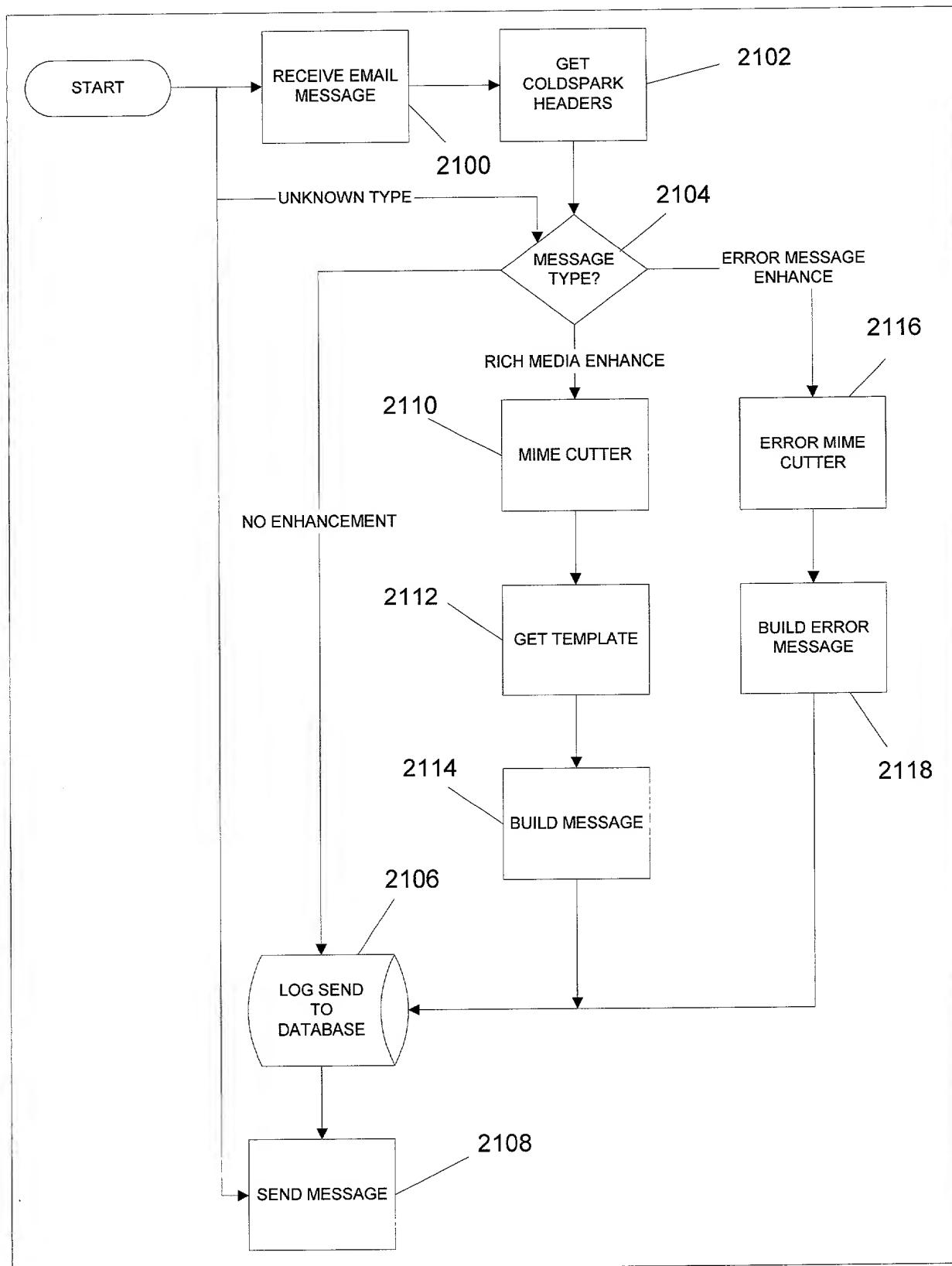


FIG. 21

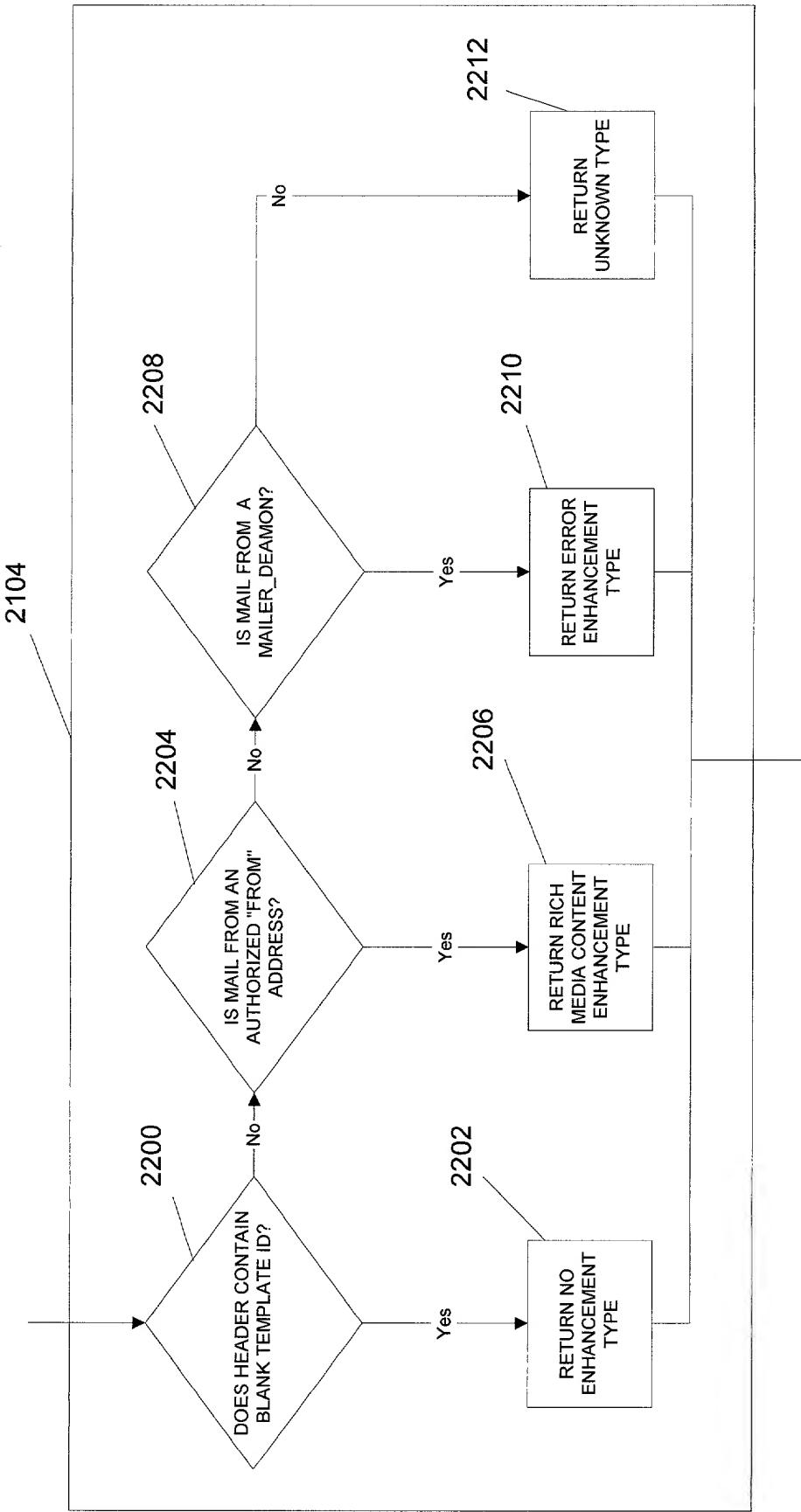


FIG. 22

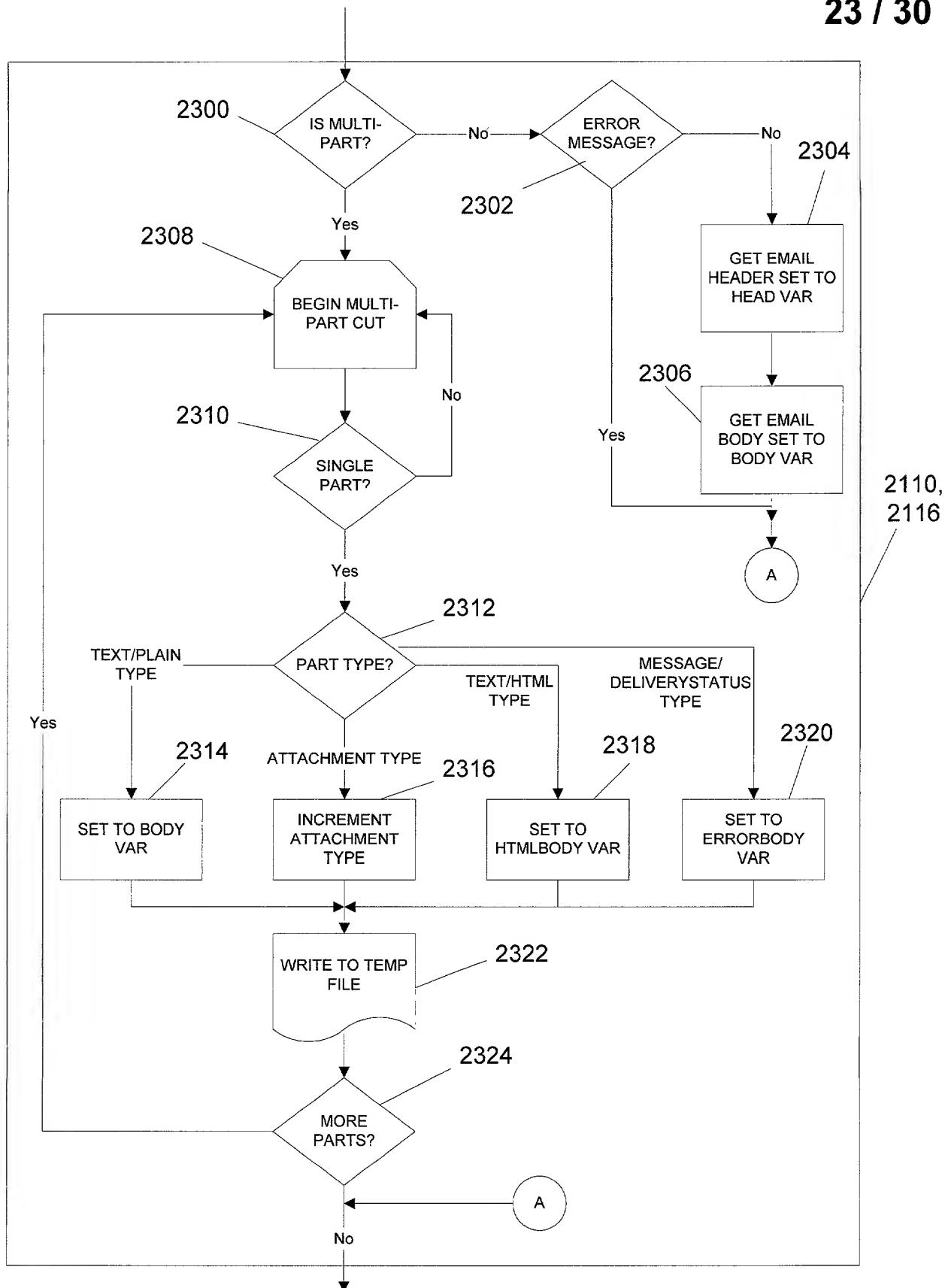


FIG. 23

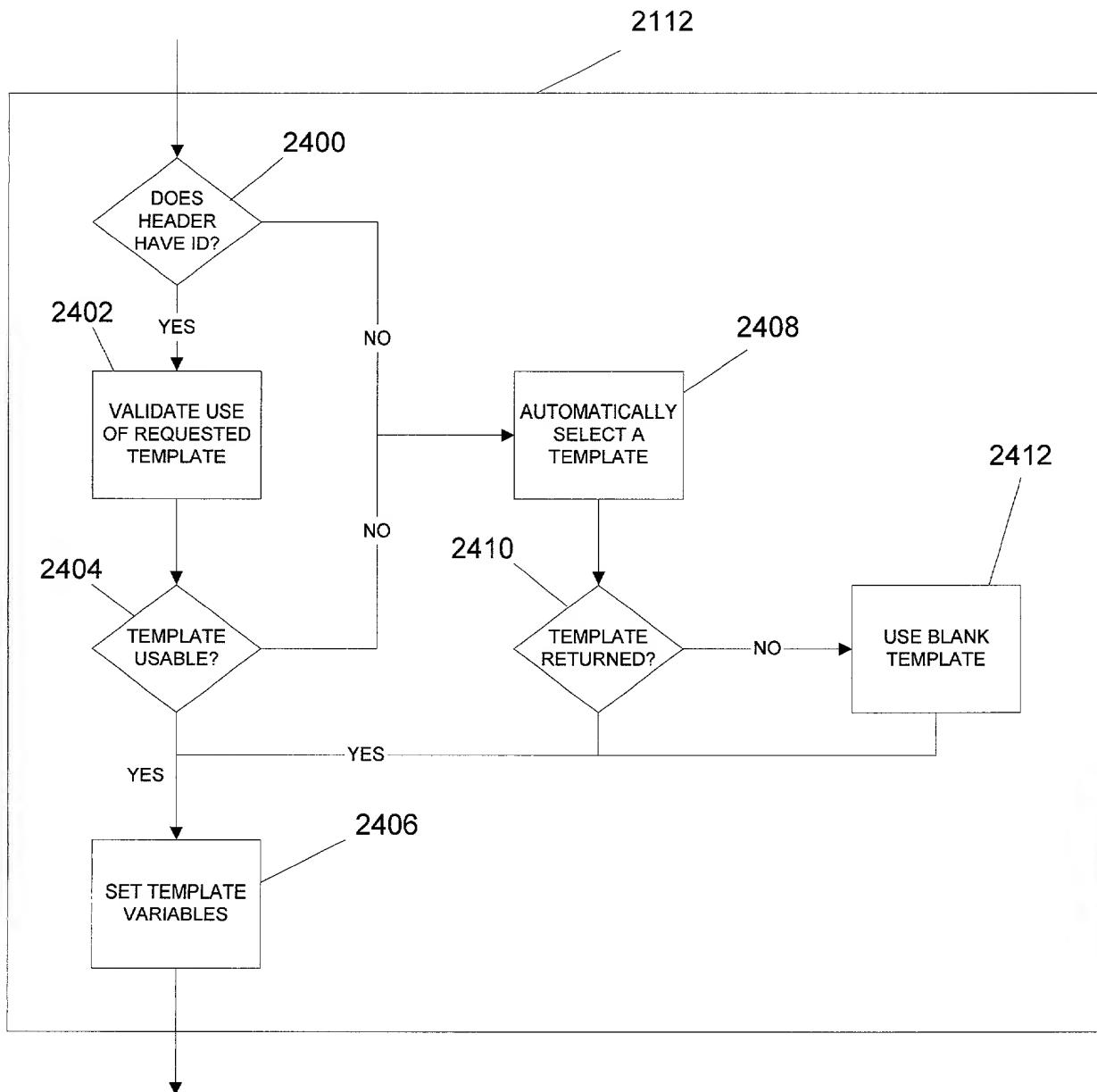


FIG. 24

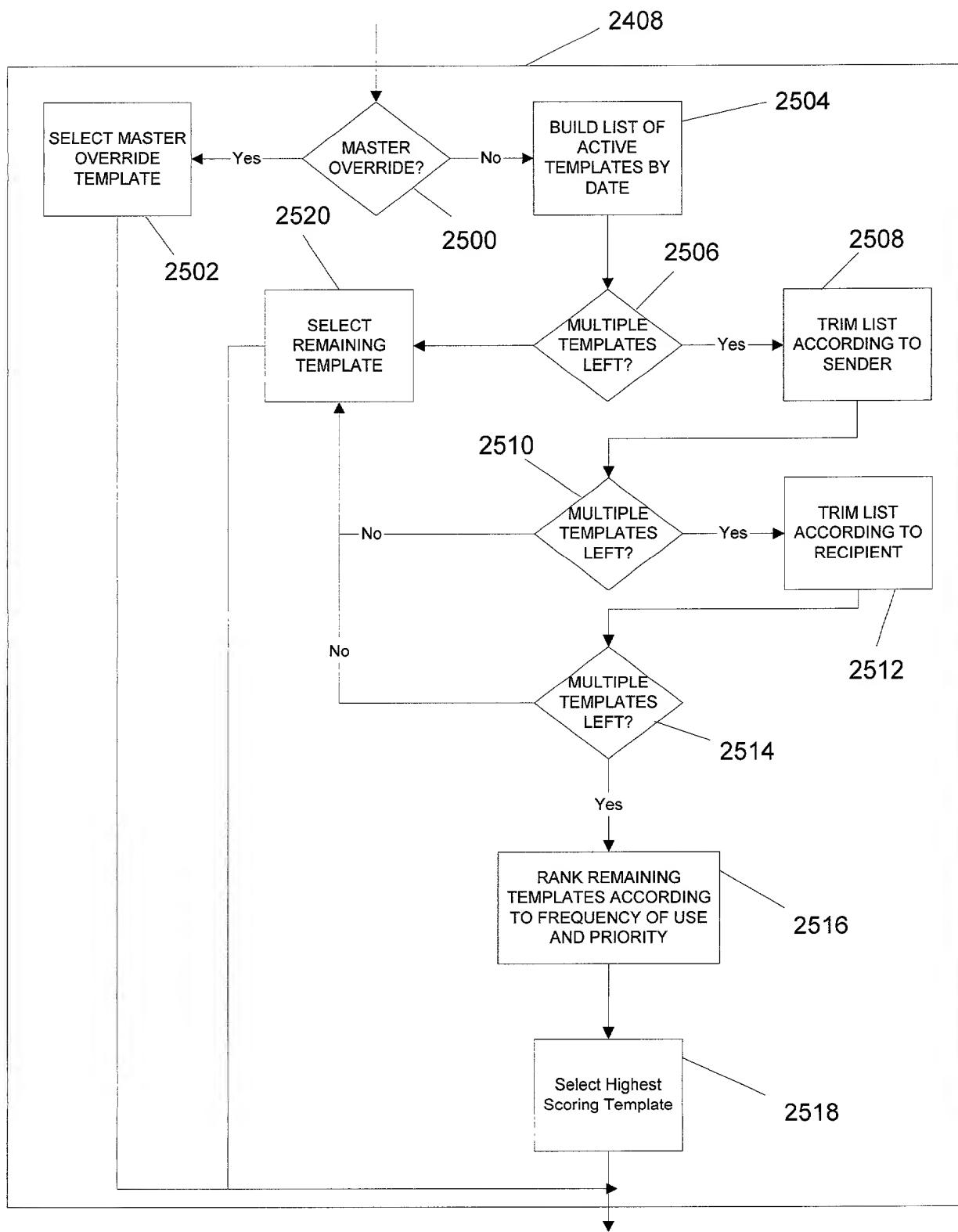


FIG. 25

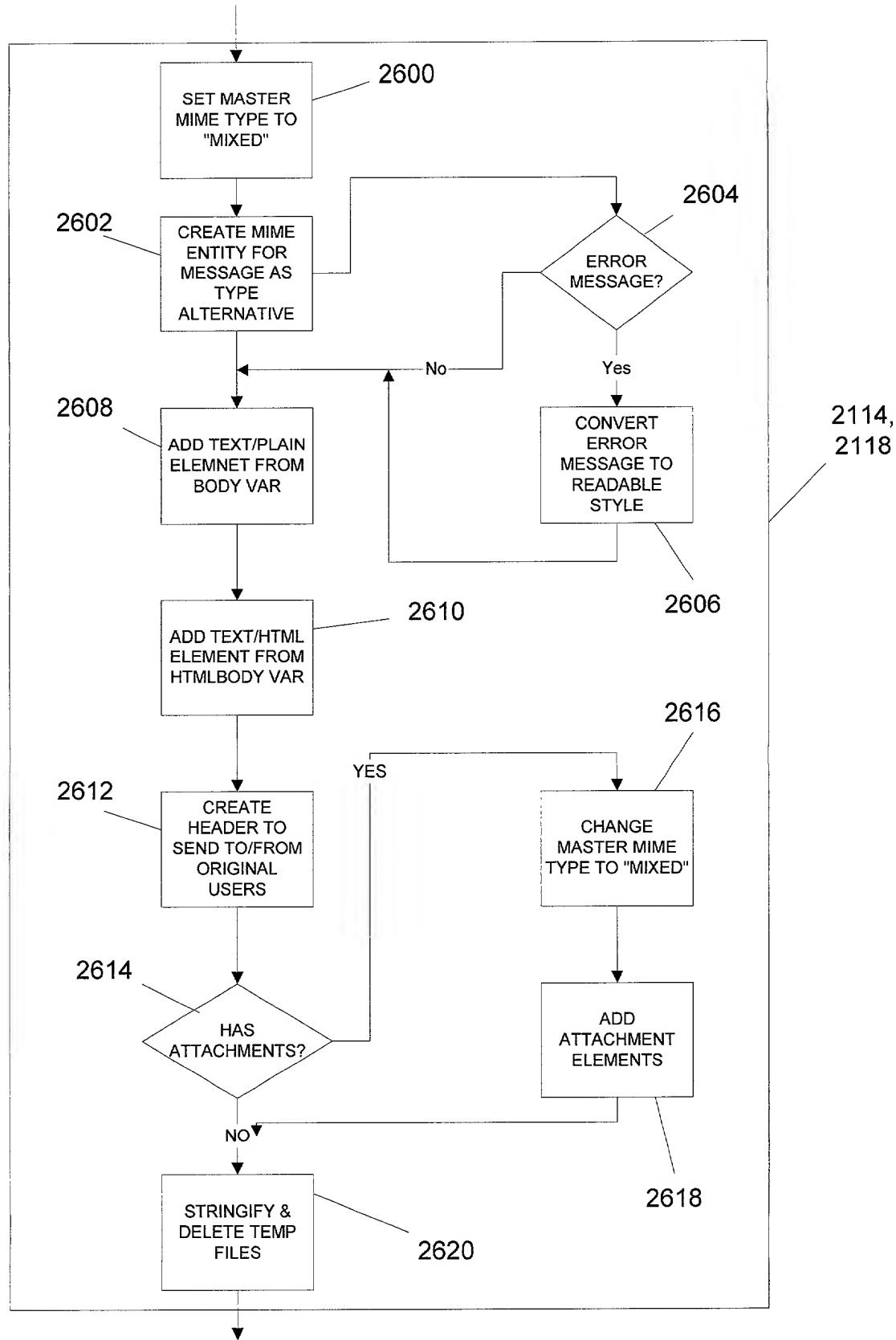


FIG. 26

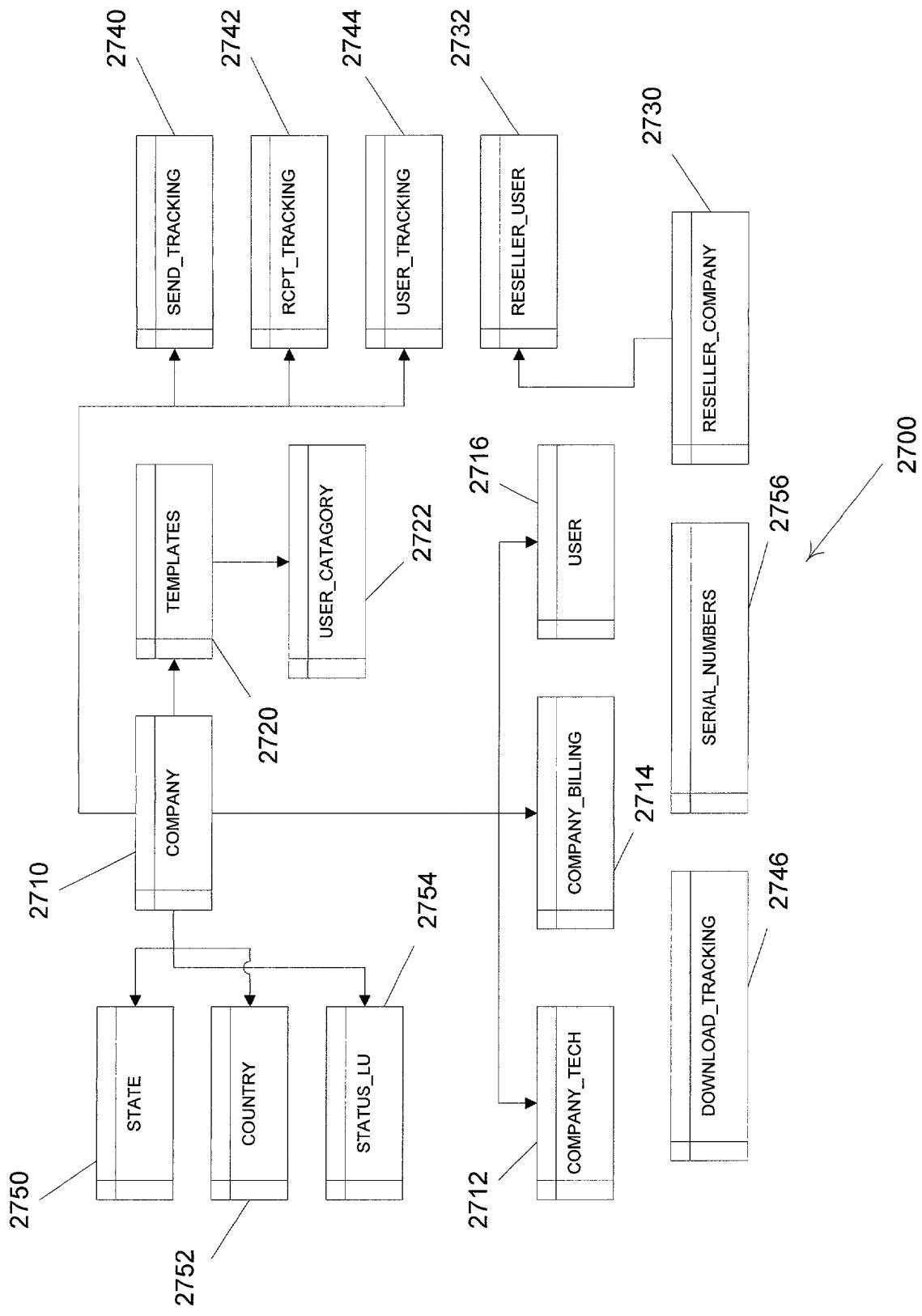


FIG. 27

**ColdSpark - Microsoft Internet Explorer**

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print

Address: http://one.coldspark.net/cgi-bin/web/tm/index.pl?cid=23149859346&arc=3

**COLDSPARK**  
New Media Messaging Services

Home Templates Reports Design Center Support Account Logout

**Templates**

Add a Template

Show Templates By: All

Template Name: Acetta LLC

Created: 06/11/2001

Template Description: Corporate Template

Standard template with links

Temporary Template

Looks like website,

2800

Template Name	Description	Created
Acetta Corporate	Corporate Template	06/11/2001
Acetta Standard	Standard template with links	06/11/2001
Blank Template Test	Temporary Template	06/11/2001
Traffic Template	Looks like website,	06/13/2001
	[1][2][3]	

Done

FIG. 28

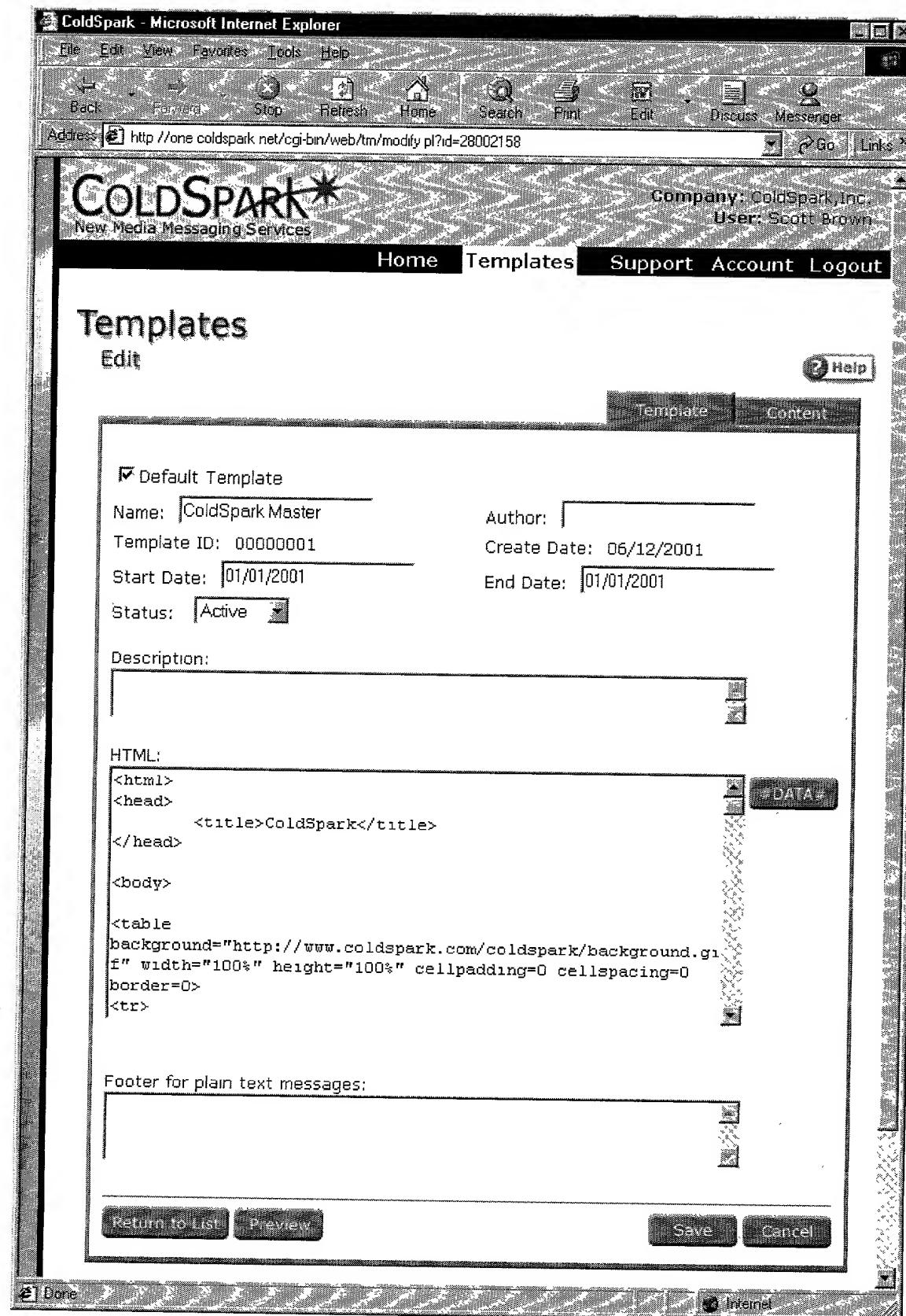


FIG. 29

ColdSpark - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print

Address http://one coldspark.net/cgi-bin/web/rpt/index.pl?cid=857402198 Go Links

**COLDSPARK\***  
New Media Messaging Services

Company: ColdSpark, Inc.  
User: Scott Brown

Home Templates Reports Design Center Support Account Logout

Summary | Template Detail | By Date Range

## Reports

Select Company: ColdSpark, Inc.

Users	Past 7 days	Past 30 days	Past year	To date
# messages sent:	44	223	9867	10120
Avg # messages sent per user:	2	13	580	0
# messages viewed in HTML:	859	3183	36863	36863
% messages viewed in HTML:	1952%	1427%	373%	364%
# click throughs:	27	129	1760	1763

Done Internet

The screenshot shows a Microsoft Internet Explorer window with a ColdSpark reporting interface. The main content area displays a table of metrics for users, messages sent, and click-throughs across four time periods: Past 7 days, Past 30 days, Past year, and To date. The table includes columns for the metric name and its corresponding values for each period. A 'Select Company' dropdown menu is open, showing 'ColdSpark, Inc.' as the selected option. At the top of the page, there is a navigation bar with links for Home, Templates, Reports, Design Center, Support, Account, and Logout. The 'Reports' link is currently active, highlighted in black. Below the navigation bar, there are three additional links: Summary, Template Detail, and By Date Range.

FIG. 30